

MOVIE AGE

Volume VI

OMAHA, NEBR., DECEMBER 31, 1927

Number 6



**"I AGREE WITH YOU THAT
1928 WILL BE MY MOST
PROSPEROUS YEAR. I'M START-
ING IT OFF WITH 'LOVE' AND
'THE STUDENT PRINCE'."**



*A Business Magazine
for the Film Trade in Iowa and
Nebraska*

REGULAR FEATURES

Of Interest and Value to You

- 1** BOX OFFICE REPORTS—By Exhibitors Themselves.
- 2** WHAT THE PICTURE DID FIRST RUN—Detailed Release Reports.
- 3** CURRENT RELEASES—Weekly Release Schedules.
- 4** THE PICTURE GUIDE—Tips on New Pictures.
- 5** SHORT SUBJECTS—Spice of the Box Office.
- 6** NEWS BRIEFS—Big Events Briefly Told.
- 7** EXPLOITATION IDEAS—How to put the Picture Over.
- 8** MOVING ALONG MOVIE ROW—Personals of Local Interest.
- 9** EQUIPMENT NEWS—Constructive Information.

READ 'EM
---Every Week

In your HOME trade paper

EDITORIAL

FROM all present indications 1928 holds a good prospect of being a prosperous business year. Consolidations, mergers and other steps of expansion will be fewer in 1928 and the unrest within the industry caused by these moves will be at a minimum. Business activity will go forward at a greater pace than before and the industry as a whole should experience its most successful period.

The year that is just closing has been somewhat of a transitional period. The motion picture industry seems to have been just "finding" itself. And now that the grand discovery has been made as to what are the faults of the exhibition branch and what is wrong with production and distribution, it is naturally hoped that the same mistakes won't be made over again. Mistakes, though costly, can be profited by, if they're not repeated.

Resolutions, customarily, are made on the New Year. And since such is the case it occurs to us that a certain few should not be overlooked by the various branches of this industry. We suggest that the wave of economy that has hit the producers with a great suddenness should be harnessed into careful guidance and not misdirected.

Most of the industry's ills have been caused by sporadic actions that seem to come without warning. And without careful or prepared thought these "spontaneous combustions" are permitted to devastate all that is before them.

False economy is a great enemy to the producer. Penny wisdom and pound foolishness seems to show up quite frequently. Great waste seems to have been borne to light in the production end of the business and so the axe of economy is undoubtedly going to hit this branch quite forcibly. It is in this regard that we urge producers who have resolved to cut production costs to apply their economy measures with extreme carefulness. Let their resolutions be to cut wastefulness with a care to keep up and as far as possible improve production quality.

The exhibition branch of this industry was not without its mistakes this past year. First runs, for example, have gone in for too much "dessert" and have all but forgotten the substantial entertainment "fare" that has built up their business. Production quality is gauged to a large extent by

their requirements.

The overdoing of the jazz band and presentation policies have forced down the quality of pictures. Competitive bidding for stage "names" has left little money for pictures. Consequently unless the producer is given a fair price for his product his incentive to produce real pictures is killed. And this policy has been a costly one for the first runs to pursue. Costs continually mount and profits grow smaller. Therefore let the resolution of the first run exhibitor be to go back to the "mother" of his business and for 1928, at least, be loyal and respectful.

And the smaller exhibitors. Let their resolutions be to follow less the lines of least resistance and extend a greater effort to more thoroughly merchandise their shows; to realize that it is pictures that they sell to their public and also that comfort plays a big part in satisfying a patron; and of great importance—that projection is a part of the picture and that the proper care and maintenance of this equipment is highly essential to the success of their business.

And ourselves—we resolve to put forth our very best efforts to improve our service to our readers and to the industry through the pages of this publication.

* * * *

DO short subject stars have a box-office value? Only the exhibitor can answer that question, so we wrote one hundred exhibitors in this territory and asked them to name the three comedy stars who are the most popular with their patrons. The response was tabulated in our Holiday Number last week. Twenty-six players are named (counting the "Our Gang" kids as one player).

It has, doubtless, occurred to few that there were as many as twenty-six different comedy stars featured in short subjects. And the fact that theatre patrons have so many favorites is definite proof that comedies have a box-office pull. Exhibitors who have been playing short subjects as just so much filler will find it very much worthwhile to feature them on their programs. In newspaper advertising, on billboards, in the lobby and on the screen, advertise your comedy and other "shorts" attractions. The result will be gratifying.

MOVIE AGE



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Harry Cohen of the Fox staff surprised the folks by getting married Christmas Day to Miss Cecil Greenspun, contract clerk at M-G-M.

* * *

A. Beams of the Grand Theatre at Geneva, Nebr., visited the exchanges last week.

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J. D. O'Neil, assistant manager of the National Theatre Supply Co., spent the holidays at home in Chicago.

* * *

Emil Grosse of the Gem Theatre at Beemer, Nebr., called on the exchanges during the past week.

* * *

E. P. Albertsen, formerly with Fox, has left for San Francisco where he will work on the Call.

* * *

Ike Ruben, formerly with Paramount at Omaha, who is now ad sales manager of the Chicago exchange, returned to Omaha for a few days last week.

* * *

Nick Paper of the Sun Theatre at Lincoln, Nebr., was in Omaha last Tuesday.

* * *

Jack McCarty, Paramount salesman, spent the holidays in Dallas, Texas, at his home.

* * *

Miss Gertrude Horwitz was married Sunday.

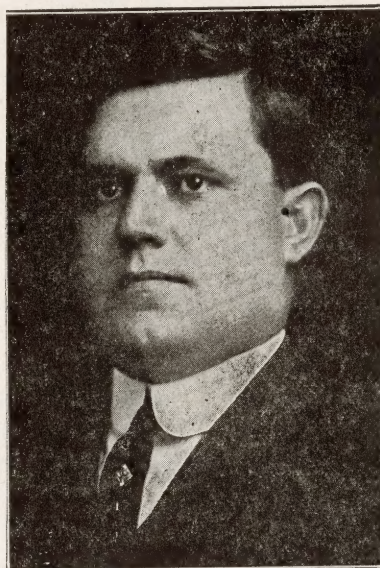
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Miss Clare Foley, who was transferred from the Omaha to the Pittsburg Film Board in September, visited Omaha during the holidays enroute to San Francisco, where she will reorganize the Film Board there.

Early Days in Film Business

Reminiscences of "Buster" Brown, Probably the Oldest Exhibitor in the State of Iowa

Of all the claimants to the honor of being the oldest exhibitor in the state of Iowa, Thos. A. ("Buster") Brown of the Strand Theatre in Iowa City seems to have established the longest active record. Mr. Brown is a real pioneer, having presented a total of over 5,000 productions on the silver sheets of his different theatres in Iowa City.



THOS. A. ("BUSTER") BRORWN

He started in the business 'way back when "The Great Train Robbery" was still in vogue, April 12, 1907, to be exact, and has exhibited the products of nearly every producing company in the industry.

His reminiscences regarding his first venture as a full fledged exhibitor are amusing in many respects when the crudity of presentation in the old days are compared with present methods. Mr. Brown's first show shop was given the significant title of "Brown's Nickle-dom" and consisted of an empty store-room in the heart of the college town. The equipment included 130 folding chairs (unfolded only for paid occupants), an Edison projector mounted on a dry goods box enclosed in a veritable tent of the most inflammable canvas, a white muslin screen, a cashier's ticket selling stand six feet high, an automatic piano and a phonograph sticking out of the front door for a ballyhoo. For the opening season, it was only necessary to remind the patrons that he was showing pictures that moved. This was accomplished by a huge sign in the front window which read:

"MOVING PICTURES"

They Do Everything But Talk!

An honest bit of exploitation, indeed! Mr. Brown can recall visits to Carl Laemmle, when "Uncle Carl" was a struggling distributor of French films, including a short drama and comedy on one reel. Mr. Laemmle held forth in a small store room on south State street in Chicago.

For several years a one-reel show for five cents was the vogue of the thriving "Brown's Nickle-dom." This policy held until one day Mr. Brown was offered the Pathe French production of the Passion Play "done in hand colors." No mention was made of the length of the picture during the transaction and "Buster" naturally thought the picture would come in one reel. He was amazed, therefore, to find upon its arrival, that it consisted of three reels. The length of the picture no doubt impressed him the same way that a 24-reel program would impress him now.

At any rate, he was sure that it would be impossible to show such a tremendously long program to his audiences, so he proceeded to show one reel each day for three days! It seemed that the entire town tried to get in the theatre the first three days of the week, and Brown was forced to hold over the picture and repeat the process of showing it for the remaining three days of the week. The picture played to 11,500 admissions. Quite a record when the entire population of Iowa City at that time was no more than 9,000!

The Nickle-dom proved to be such a successful venture that Mr. Brown erected another theatre in Iowa City in 1912, called "Brown's American," which featured two reels of pictures for an admission charge of 10 cents. The American seated around 300 patrons. It was in this theatre that "Buster's" movie fans witnessed their first super-features, including Adolph Zukor's first important release, Sarah Bernhardt in "Queen Elizabeth," and Selig's "Coming of Columbus," starring Charles Clary. Popular serials of the time were the "Adventures of Kathlyn" and "The Million Dollar Mystery," starring James Cruze.

In 1915 the Strand Theatre, seating over 600 people, was constructed for the presentation of the longer programs which were fast coming into favor. "Buster" is still successfully operating the Strand and hopes to continue in the business for many years.

"STREETS OF SHANGHAI"

BY JOHN FRANCIS NATTEFORD

With PAULINE STARKE

AND

KENNETH HARLAN - MARGARET LIVINGSTON

EDDIE GRIBBON - JASON ROBARDS

SOJIN - ANNA MAY WONG

DIRECTED BY LOUIS J. GASNIER

A ROMANCE OF THE MYSTERY CITY OF THE ORIENT

ONE OF THE 24 GEMS FROM TIFFANY-STAHLE



JOCK SAVAGE

TIFFANY-STAHLE PRODUCTIONS, INC.

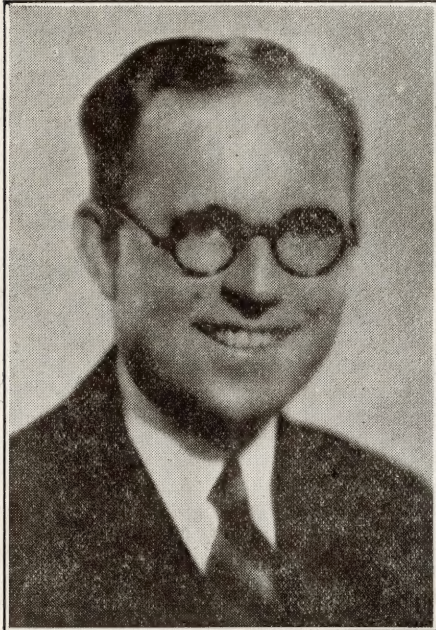
M. H. HOFFMAN, VICE PRES

Distributed by RENOWN PICTURES Inc.

H. F. LEFHOLTZ, Manager
1516 DAVENPORT ST. OMAHA, NEBR.

FBO February Jubilee To Mark Second Anniversary For Pres. Jos. P. Kennedy

To commemorate the second anniversary of the entrance of Joseph P. Kennedy, president of FBO Pictures corporation, into the motion picture business, the month of February, 1928, will mark the commencement of a campaign by the company to strengthen the good will that exists between the organization and motion picture devotees.



JOSEPH P. KENNEDY

The highlight of FBO's February Jubilee will be a special drive by the sales force, already inaugurated, to place an FBO picture, either a special, a feature, or a short subject, in every theatre in the United States and England, sometime during the month of February.

A national advertising, publicity and exploitation campaign on the entire fore and during the month of February. FBO product will be inaugurated by special press books, special paper and an entirely new line of accessories will be furnished exhibitors so that they make February a jubilee month for themselves, as well as for FBO.

During February, five features and four short subjects will be ready for exhibitors, in addition to the product already announced. "Her Summer Hero," a story of the amorous adventures of a lifeguard at a summer resort, is listed among the February offerings. The picture, which was filmed at Catalina Island, in California, boasts a cast which includes Duke Wahanamoku, holder of the world's record in the 50-yard dash; Clyde Swensen, American representative at the Olympic games;

Bar "King of Kings" in Some European Regions

Alfred M. Cohen of Cincinnati, international president of the Independent Order of B'nai B'rith, announced Tuesday of this week that the owners of the film version of the life of Christ, "King of Kings," have agreed not to present it in certain European countries.

Its exhibition, it is feared, would cause anti-Semitic disorders.

and Lee Jarvis, Pacific Coast champion. These, with a half score of other aquatic celebrities competed in an exhibition race in which Hugh Trevor, leading man, Duane Thompson, Sally Blane, James Pierce, Harold Goodwin, and Cleve Moore participated.

"Wallflowers," an adaptation of the Temple Bailey best seller, is another of the February highlights. The players in "Wallflowers" include Jean Arthur, Hugh Trevor, Mable Julienne Scott, Lola Todd, Crawford Keat and Charles Stevenson.

"Coney Island," which Ralph Ince recently completed, was made when Ince came to New York expressly to film exteriors for the picture at the famous pleasure resort. Lois Wilson, Louila Mendez and Rudolph Cameron share featured honors.

"Legionaires in Paris" is another film that will help make February a Jubilee Month for FBO. Filmed during the Legion convention in Paris a couple of months ago, the picture is a comedy of the adventures of two legionaires during their brief sojourn in Paris during the convention. Al Cooke and Kit Guard, well known comedy pair, portray the two legionaires.

"The Harvester," a screen version of Gene Stratton-Porter's novel, which broke all records during its run at the New York Hippodrome, should reap a harvest for exhibitors during February. Like all Gene Stratton-Porter productions, "The Harvester" is a "natural."

Other February releases include a Tom Tyler western, "When The Law Rides"; "The Riding Renegade" with Bob Steele; "Fangs of the Wild" with Ranger, the wonder dog, and four short subjects, including a Mickey McGuire two-reeler. "Mickey" in School," based on the cartoons by Fontaine Fox; "Oui, Oui, Heidelberg," a Larry Darmour Standard Fat Men Comedy, with the three fat men and two "Newsbluffs" travesties on the news events of the day, by Bill Nolan.

"Sadie Thompson" Booked

Gloria Swanson's "Sadie Thompson" has been booked by Publix, Loew's,

Skouras, Sanger, Stanley, Balaban & Katz, Dipson-Zimmerman, United Artists Theatres, Costen and practically every major circuit in the United States, it was announced yesterday from United Artists' New York office. The national release date of the picture is January 14. Aside from these big circuits, United Artists said that hundreds of independent key runs already have booked the Swanson picture.

Three Important Names Added to Personnel of The Columbia Studios

Three prominent names—Earl Hudson, Elmer Harris and Leroy Johnston—were added this week to the executive personnel of the Columbia studios where the company is now starting on the second half of its present season "Perfect Thirty."

Earl Hudson, responsible for "Flaming Youth," Colleen Moore's greatest picture and first of all jazz-flapper pictures, has been signed as supervisor. He was in charge of First National production for several years both on the West and East Coast. Among the many successes he supervised were "Black Oxen" and "Men of Steel."

Elmer Harris has been put in charge of Columbia's enlarged scenario department. Mr. Harris first gained fame as a short story writer and playwright. Among his stage successes were "So Long, Letty," "Sham," "Canary Cottage" and "The Great Necker." He entered pictures as scenario writer for Paramount, became production manager for Realart, and has been affiliated with De Mille since P. D. C. was organized.

Leroy Johnston succeeds Mike Newman as director of studio publicity. Mr. Johnston was identified with Finkelshtein & Ruben and later joined the First National studio publicity department. He handled the publicity on several of their production units, before being put in charge of the company that visited colleges all over the country in a search for the ten best college-boy types. Mr. Johnston also handled the nation-wide publicity campaign on this contest.

Complete Hampton Films

The two Hampton Productions, done in natural color by Educational Film Exchanges, Inc., are rapidly nearing completion. "The Call of the Sea" will be released on January 1. It is expected that "Love's Springtime," the other subject in this group of two-reel classics in technicolor, will be completed in time for release a short time afterwards. Hope Hampton plays the leading role in both pictures.

Charles Christie Says 1928 Will Be Best Year For Comedy Production

The most optimistic view of the comedy business which has been expressed during the last few years was indicated by Charles Christie, business head of the well known comedy organization, who makes a summary of the outlook for the coming season of 1928. This expression is thought to be quite timely, coming from one of the oldest of the comedy producers in the business, and especially at this time when there have been many changes and when many wild rumors about the comedy end of the motion picture industry might have indicated some uncertainty as to its future.

"Heavy competition in the field of two-reel comedies during the last three years," says Christie, "has brought all the leading comedy people to their toes in more consistent striving for outstanding product than ever before, with the result that the best two-reel brands are better than they used to be and even the poorer ones not as bad as they were formerly. This is partly due to increased sums of money put into the business and partly to the gradual working out of finer organizations developed over a long period of years.

"There must be some reasons for these increases and we judge them to be partly due to the extra distribution effort of the big companies, and partly to the fact that exhibitors are gradually looking again with more interest on the popular lines of two-reelers, which have been 'kicked around' to some extent by theatre people during a few past seasons. One proof of this return to comedies is that we note twenty-two big theatres in large cities playing this season's comedies, theatres which played no two-reelers from any producer last year.

"Another trend which helps is that hundreds of theatres, in playing feature productions which are mainly comedy in tone, are going to the policy of an all comedy bill, or at least a bill in which comedy predominates, by adding a two-reel comedy and giving their patrons a whole bill of humorous entertainment, with the exception of music, news, etc. The need for balancing the show is still taken care of in orchestra numbers, news, scenics and novelty reel numbers.

"With these encouraging trends in mind, we can certainly look with great confidence to the still bigger improvement in the two-reel comedies themselves, and the still greater importance which will be attached to them on the part of the theatres."

Universal Studios May Be Closed Temporarily

Probability of Universal studios closing temporarily after February 1 was admitted by Carl Laemmle, president of the Universal Pictures, in an Associated Press dispatch this week from Hollywood. He said executives had been conferring on the desirability of a shut-down, but declared it had not been decided upon definitely.

The executive said the closing would be because the company's 1928-1929 production schedule had been completed ahead of time. He was unable to say for how long a period the plant would be idle.

Warner Bros. and Mack Sennett studios already have suspended operations for a time.

Two National Motion Picture Papers Merge

The Exhibitors Herald and the Moving Picture World, two of the national film trade papers, have merged, effective January 1. Joint announcement of the merger, has been made by Martin J. Quigley, president of the Quigley Publishing Co., which has been publisher of the Exhibitors Herald, and John F. Chalmers, president of the Chalmers Publishing Co., which has had the World.

It has further been announced that the combined publications, edited and published by Mr. Quigley, will appear under the joint title of "Exhibitors Herald and Moving Picture World."

Film Party at Dangerous Portion of Grand Canyon

The Pathe-Bray company, which is making "The Bride of the Colorado," in the Grand Canyon of the Colorado river, is now nearing the most dangerous part of its trip. This river party, which was lost for three weeks in the canyon, between Green River, Utah, and Lee's Ferry, Ariz., was joined at the latter point by Director Elmer Clifton, John Boles, the leading man, and other mem-leading etaoinshrdl etaoish rdetaoishr bers of the company, and continued down the river toward its objective, The Needles, Calif.

Another unit of the party is at Hermit's Camp. From this point Donal Blossom, leading woman, will fly down into the canyon, this sequence in the picture calling for the rescue of the hero who is being carried down the rapids in a boat by means of a rope dropped from

the airplane by Miss Blossom.

Although in the shadow of Hollywood the Grand Canyon has heretofore been entirely overlooked as a natural background for a film drama. Since 1854, when the river was first navigated from Green River to Lee's Ferry, only four other parties are known to have successfully made the voyage.

"Tenderloin" Last Picture Completed by Warner Bros.

"Tenderloin," starring Dolores Costello, was the last picture completed by Warner Bros. before the closing of their studio last week. The last scenes were shot on Monday by Director Michael Curtiz for this underworld story. During the final week of production four additions were made to the cast. They were Hugh Herbert, Dorothy Vernon, Evelyn Pierce and Fred Kelsey.

The principal supporting roles to Miss Costello in "Tenderloin" are played by Conrad Nagel, Dan Wolheim, Mitchell Lewis and Georgie Stone. The story was scenarized by E. T. Lowe, Jr.

Lewis Stone to Support Jannings in "Patriot"

Lewis Stone is to return to the Paramount lot, after four years' absence from the Lasky studio, to support Emil Jannings, in the German star's next starring vehicle for Paramount, "The Patriot."

Stone is to play the role of "Count Pahlen," originally intended for Jannings, who is to play the part of Czar Paul, son of Catherine the Great.

"The Patriot" is the story of "Paul the First" from the pen of Morejkowski, and tells of the colorful reign of Czar Paul's four years of insane rule, until he was murdered, as an act of patriotism, by Pahlen, who had been his closest friend and counsellor.

"Wickedness Preferred" New Cody-Pringle Film

"Wickedness Preferred" will be the final title of the latest Lew Cody-Aileen Pringle co-starring vehicle, formerly called "Mixed Marriages." This farce comedy was directed by Hobart Henley from a story by Florence Ryerson and Colin Clements. The cast includes Bert Roach, Mary McAllister and George K. Arthur.

The first two Cody-Pringle pictures, "Adam and Evil" and "Tea for Three," are of the sophisticated farce type and served to increase the popularity which each of the two players had previously established in his and her own right.

R. R. Biechele Explains His Wire to Hays

**President of Kansas-Missouri Organization Makes
No Apology; Pledge of Support On
Legislative Matters.**

In response to a scathing attack by a radical writer, who became "riled up" because R. R. Biechele, president of the M. P. T. O. of Kansas-Missouri, sent a telegram to Will Hays pledging the co-operation of his organization with the Hays organization. Mr. Biechele made the following statement to a representative of this publication:

"I have no apology to make for the wire I sent to Mr. Hays. The fact that I am chairman of the contract committee, appointed at the recent Trade Practice conference, had no connection with my action. The wire was sent by me as president of the exhibitors association of Kansas and Missouri under the instructions of the board of directors of this organization.

"I don't deny the fact that we have co-operated with the Hays organization on legislative matters affecting the industry as a whole and hope that we will always enjoy the full co-operation of the Hays organization on all matters that concern both the distributing and exhibiting branches of the industry. Without this unified effort good results could not be obtained.

"And, as to my position on matters within the industry which concern the exhibitor, I stand on my record as an independent and unaffiliated theatre owner and president for a fourth term of the M. P. T. O. of Kansas-Missouri and as an active and charter member of this organization for nine years." The telegram in question was:

"The directors of the Motion Picture Theatre Owners of Kansas and Western Missouri in session here today have asked me to wire you that after considering several communications addressed to us recommending our affiliation with some new organizations and movements, we have decided instead to ride along with you and your organization believing as we do in your sincerity and ability to guard our best interest. We will stand squarely with you in all your efforts in our behalf and in behalf of the entire industry. We are satisfied with the results of the late Federal Trade hearing. We have also recommended to our convention to be held December 12 that we affiliate with the M. P. T. O. A."

The reason that Mr. Biechele was assailed and his resignation from the con-

tract committee asked by the radical writer is undoubtedly because he happened to be chairman of that committee. Other state exhibitor bodies sent similar telegrams to Will Hays, among them being Nebraska, Western Iowa, Oklahoma and Arkansas.

"Be Yourself" Title of Next Denny Picture

Reginald Denny's forthcoming vehicle, "Be Yourself," will go into production immediately, under the direction of William A. Seiter.

Mary Nolan, who scored in "The Foreign Legion" and who is now completing a featured part in "Thoroughbreds," will play the leading feminine role. Others in the cast so far are William Davidson and William H. Tooker.

"Be Yourself," an original screen story by Harry O. Hoyt, who also made the screen adaptation, marks the return of the Denny-Seiter combination. Denny's last two Jewel productions, "That's My Daddy," and "On Your Toes," are scheduled for early release.

Adopted Aliens Theme of "His Country" Film

"His Country," with Rudolph Schildkraut in the title role, has started actual filming, according to announcement from the DeMille studio.

Louise Dresser portrays the feminine lead, while Milton Holmes has been assigned the juvenile lead, and Fritz Feld essays the part of a Russian terrorist. This is a picturization of America's vast horde of adopted sons and daughters.

Capitol Doing Well

Business in general last week was better than usual for pre-holiday week. At the Capitol Theatre in Des Moines Harry Watts, the manager for the A. H. Blank-Publix interests, is giving a special morning showing of "Robinson Crusoe" in colors. The children are admitted for ten cents to this 11:30 show. They are invited to stay through for the stage show which follows.

Paul Spor, who is the new stage band manager and personality man for the Publix Shows at the Capitol, has been well received by audiences here though very little expression has been made verbally.

Real Circus Background for Astor-Hughes Picture

Mary Astor and Lloyd Hughes, co-featured in First National's circus production, "Do It Again," are having their first taste of circus life, in the tanbark atmosphere or its celluloid representative.

Marshall Neilan, director of "Do It Again," is now filming interior scenes of the picture at the studio, in circus cars borrowed for the purpose. Inasmuch as the Al G. Barnes aggregation has finished its season on the road, its performers, animals and other equipment became real movie actors for the production.

Many of the circus performers and freaks are proving good actors, and several of them have important parts. Among the most prominent roles played by regular circus performer are those taken by a giant, a fat lady, two clowns and two midgets.

EQUIPMENT AND SUPPLIES

**This Section of This Trade
Paper Throws the Spotlight
on New Developments and
Interesting Information Con-
cerning Old Ones That
Have Been Overlooked.
Read This Department!**

SHORT SUBJECTS

**A Department in This
Trade Paper Acquainting
You With the Little Features
That Are an Important Part
of Your Every Program**

Brookhart Anti-Block Booking Bill Covers Acts Under Attack

Complete Text of Measure Introduced by Iowa
Senator Vests Complete Administrative
Powers With F. T. C.

The complete text of the bill introduced in Congress by Senator Smith W. Brookhart of Iowa, which would give copious administrative powers to the Federal Trade Commission and provides drastic penalties to violators of the anti-block booking provisions, is given below:

To prevent obstruction and burdens upon interstate trade and commerce in copyrighted motion picture films, and prevent the restraint upon the free competition in the production, distribution, and exhibition of copyrighted motion picture films, and to prevent the further monopolization of the business of producing, distributing, and exhibiting copyrighted motion pictures by prohibiting blind booking and block booking of copyrighted motion picture films and by prohibiting the arbitrary allocation of such films by distributors to theatres in which they or other distributors have an interest, direct or indirect, and by prohibiting the arbitrary refusal to book or sell such films to exhibitors in which they have no such interest.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, (a) For the purpose of this act "motion picture film" or "film" or "films" shall mean copyrighted motion picture film such as is commonly transported in interstate commerce for exhibition in motion picture theatres. The word "person" shall be construed to import the plural or singular, and shall include individuals, associations, partnerships, corporations, and trusts. The word "producer" shall include any person engaged in photographing scenes, plays, entertainments, events or scenes of news interest, or historical or educational value, and the like or negative motion picture film for the purpose of making positive prints therefrom or otherwise for exhibition in motion picture theatres, whether or not such person also is engaged, directly or indirectly, in the distribution or exhibition of such films. The term "distributor" shall include any person engaged in selling, leasing, or renting copyrighted motion picture film to exhibitors, directly or indirectly, in the production of such films. The term "exhibitor" shall include any person owning or operating a motion picture theatre or theatres or other place where motion pictures are regularly exhibited as all or part of a program of entertainment, whether or not such person also is engaged, directly or indirectly, in the production or distribution of films. The "booking" of a film is the making of a contract of lease, license or sale between a distributor and an exhibitor, whereby the latter is given the right to make public exhibitions thereof. The words "interstate commerce" shall be construed to mean commerce between any state, territory or possession, or the District of Columbia, and any place outside thereof; or between points within

the same state, territory or possession, or the District of Columbia, but through any place outside thereof, or within any territory, or possession, or the District of Columbia.

(b) For the purpose of this act (but not in anywise limiting the foregoing definition of interstate commerce) a transaction in respect of any copyrighted motion picture film shall be considered to be in interstate if the film is a copy or reproduction of a negative or positive film and is part of that current of commerce usual in the motion picture industry whereby films are sent from one state to another with the expectation that they will circulate in two or more states, being leased first to one exhibitor and then to another until the film has been exhibited such number of times that the public demand for exhibitions thereof has been met, including in addition to cases within the above general description, all cases where films are shipped by distributors located outside a state into that state to any branch or agency owned or controlled by such distributor.

Sec. 2. In the course and conduct of the motion picture industry the producers own and or operate studios in the states of California, New York, New Jersey, and other states where they make or produce motion picture films. In the production of motion picture films large quantities of unexposed negative and positive films are shipped from other states to the studios. At the studios and on suitable sites called "locations" scenes are photographed upon reels of negative film, and the negative film is developed and edited, and at least one positive film is made. The negative film is then shipped from the studios to laboratories located sometimes in the same states and sometimes in a different state, where as many positive prints are made as may be necessary to meet the demand for the films. The positive films being them covered by copyright are distributed by distributors to exhibitors in the several states. When the films are projected by an exhibitor upon a screen the final stage of the photographic process takes place and there is then depicted what is commonly known as motion pictures. To facilitate the delivery of motion picture films to the exhibitors most distributors have established branch offices throughout the United States known as "exchanges," where negotiations for the booking of films are conducted with exhibitors.

Sec. 3 A continuous supply of attractive motion picture subjects is essential to the successful conduct of a film exchange or motion picture theatre. Certain producers and distributors who by means of direct ownership or through total or partial stock control, leases, operating agreements, or otherwise are also exhibitors enjoy a controlling advantage over distributors and exhibitors who are not so affiliated. Such controlling advantage is theirs by virtue of controlling the production as well as

the distribution and exhibition of films. Their control of production and distribution has resulted in conditions that have made it necessary for many exhibitors to affiliate with the producers and distributors in order to obtain an adequate supply of suitable motion picture subjects, such affiliations being established by means of giving to a producer or distributor control of such exhibitor's theatre or theatres through total or partial stock control, leases, operating agreements, or otherwise, or by former exhibitors acquiring a substantial interest or control in a producer or distributor. As a result of this condition, theatres controlled by or affiliated with one distributor are in many cases operated by another distributor. There is an increasing number of cases of control of a theatre or group of theatres by two or more distributors. Such common, interlocking interest and control by one distributor in the theatres of another distributor results in restricting the supply of suitable copyrighted motion picture films obtainable by exhibitors who are not so affiliated with a producer or distributor. The continually increasing control of motion picture theatres by producers and distributors results in restricting the number of motion picture theatres in which may be exhibited the film productions of producers and distributors not affiliated with motion picture theatres.

Certain practices have grown up in the distribution of films the continuance of which tends to increase the restrictions above described and threatens to create a monopoly in the business of producing, distributing and exhibiting copyrighted motion pictures. These practices consist of (a) blind booking and block booking, (b) unfair discrimination in the allocation of product in favor of exhibitors affiliated with producers and distributors and to the prejudice of exhibitors not so affiliated.

Blind booking and block booking is the system of booking films whereby the exhibitor is denied the right to view the product he is to lease and to select such part thereof as he deems suitable to the tastes of his public, but is required to lease all of the product of a given distributor offered for release during a given period long in advance of the time when the product is to be delivered and often before the making of such product has been commenced. This system of "blind booking" and "block booking" makes it incumbent upon an exhibitor to lease films which are not suitable for his needs and which he does not want in order to obtain films which from the descriptive matter he concludes his patrons will demand and which he must have in the successful conduct of his business. This system of blind and block booking of films requires the exhibitor to show films of poor quality or to suffer the loss of the rental on such films, and precludes the small producer having only a few films a year or any other producer or distributor having no theatre affiliations, from competing with the producers and distributors because the latter by block booking successfully monopolize the playing dates of the exhibitors.

Sec. 4. Six months after the date of this act it shall be unlawful for any producer or distributor of copyrighted motion picture films in the current of in-

(Continued on Page 16)

N-E-W-S B-R-I-E-F-S

There are rumors in Germany that UFA may build a studio in Hollywood.

* * *

Herbert Brenon celebrated his 18th anniversary in the picture making business last week. Brenon made one of the first motion pictures in California 18 years ago.

* * *

Warner Brothers has announced the company has a Vitaphone trailer for "The Jazz Singer." This is the first time sound has been incorporated into a trailer.

* * *

Richard Dix will make "Woman Trap" as his next Paramount picture, instead of "Oxford" as formerly announced.

* * *

Mrs. Wallace Reid has completed her 20-weeks tour of personal appearances with her latest picture, "The Satin Woman."

* * *

Raoul Walsh will play the leading role in "The Red Dancer of Moscow," as well as direct the picture. Fox is producing.

* * *

Moon Mullins, the clumsy character of the cartoon strip, is to be brought to the screen by Alan Hale, who will make a series of Mullins comedy for De Mille.

* * *

Charlie Chaplin's "The Circus" will have its premiere in New York on January 7 instead of the 14th, as formerly announced.

* * *

Every actress uses the "stolen jewels" story as a press agent stunt. But Marcella Arnold, leading lady in Educational comedies, experienced a real robbery when a thief took a handful of gems. But the joke is on the culprit as the loot's value amounted to \$1.65. They were Woolworth specials.

* * *

New Caledonia, an island penal colony in the south seas, is the locale of James Cruze's next special for Pathe, "The Red Mark."

* * *

Estelle Taylor, also known as Mrs. Jack Dempsey, has been signed by Columbia to play the title role in "Lady Raffles."

* * *

"War and Peace" is the title of the

first picture to be produced by the new organization, Associated Artists Production. The picture is being backed by William C. Towle, son of the famous manufacturer of Log Cabin syrup.

* * *

It is understood that Tiffany-Stahl is seeking the services of Jack Dempsey to make a series of four pictures.

* * *

Nancy Carroll has been signed for the leading feminine role in Wallace Beery's and Raymond Hatton's next comedy for Paramount, "Partners in Crime."

* * *

Mrs. Wilhemine Alff, Cherokee, Ia., has not missed a night at the picture show in 3,000 nights. She figures she has seen 2,920 pictures.

* * *

Metro has made three new contracts with prominent names. Laurence Stallings has been engaged for two more years. Tim McCoy has been signed for another year. Renee Adoree also has been signed for another year. Miss Adoree will reach stardom during this period, it is believed.

* * *

"Abie's Irish Rose" will be finished this week, according to Paramount officials. Victor Fleming is directing and Charles Rogers is playing the part of Abie.

* * *

"Uncle Tom's Cabin" has been cut to 10 reels for regular showing. The present version is considered to be more suitable to audiences.

* * *

Eight producing companies are working at the FBO studios, which is considered a record for the year.

* * *

M-G-M has changed the title of "Trelaway of the Wells" to "The Actress." Norma Shearer stars.

* * *

Sam Rork has announced he will make "The Houseboat on the Styx" for First National. Will Rogers will star.

* * *

Charles Bray has selected "Bride of the Colorado" as his first feature length production. The picture is now in production on the Colorado river with Elmer Clifton directing.

* * *

Stern Brothers will spend \$50,000 for

studio improvements, Universal announces.

* * *

Weiss Brothers are preparing a 10-episode serial, "The Mysterious Airman." Eugenia Gilbert and Walter Miller will star.

* * *

Edna Murphy and Mervyn Le Roy, First National's youngest director, were married last week. The ceremony took place at the home of Colleen Moore.

* * *

The Prince of Wales attended a showing of "When a Man Loves" in London last week. It was reported he applauded enthusiastically at the close of the picture. This feature plays in England under the title of "His Lady."

* * *

Sam Denbrow, Jr., has been elected vice-president of Publix by the board of directors last week.

* * *

Lois Wilson has been signed for five pictures by Columbia.

* * *

The Duncan Sisters will return to Hollywood shortly to sign for another screen appearance. The girls have been touring with the picture making personal appearances.

* * *

M-G-M is considering the elevation of Joan Crawford to stardom. Miss Crawford has been playing the feminine leads in many of the company's biggest productions.

* * *

Thomas A. Edison witnesses a showing of Movietone recently and the inventor seemed well pleased with the demonstration. In commenting on the invention, the "wizard" said: "There is no question but that Movietone is a distinct advance toward the perfection of talking pictures. I believe that it will go a long way toward creating a better understanding among the peoples of all the world."

* * *

Myrna Loy, May McAvoy and Lelia Hyams signed new contracts with Warner Brothers last week.

* * *

George K. Arthur and Karl Dane will make "Detectives," M-G-M has announced. The comedy pair is putting the finishing touches on "Monkey Business."

PICTURE NEWS

TOLD IN PICTURES



NENA QUARTARO

James Cruze's first "find" since he began directing pictures, Nena Quartaro, has been given the stellar role in "The Red Mark." Miss Quartaro, who is 17 and a Spanish-Italian beauty, has never appeared on the screen. She has been given a five-year contract.



Leah Baird and Taylor Holmes, who are appearing in Pathe's Henry and Polly Funmakers, produced by Gaiety Pictures, are shown above.



At the left is Tom Moore, popular screen star, who is featured in "The Siren," Columbia Pictures production. Dorothy Revier has the title role.



Two new comediennes are Charlene and Minniella Aber, twins, who have forsaken vaudeville to appear for Educational opposite Lupino Lane. Which is Minniella?



Miss Toronto, winner of a Canadian beauty contest, is greeted at Los Angeles by Chas. Christie, general manager of Paramount-Christie comedies.



Arthur Stone braved perils of the air on the varnished surface of an airplane in "Hard Boiled Haggerty," First National picture with Milton Sills in the title role. It was impossible to use a double in this stunt. Art has just completed playing in "The Valley of the Giants."



A dramatic sequence in "Stage Kisses," featuring Kenneth Harlan and Helene Chadwick. In this tense scene, Harlan, Ethel Wales, Phillips Smalley and Miss Chadwick.



Lewis Stone and Norman Kerry are starred in the Universal production "The Foreign Legion." In the supporting cast are Mary Nolan, June Marlowe and Crawford Kent.



Jules White, between the girl and the dog, is head over heels under way with a series of comedies on the Educational lot.



Snookums, the Stern Bros. starlet, is improving both in age and idea. Here he is shown reading over the script of one of his forthcoming productions with Director Gus Meine. He demands that more ice cream and cake be used in the future.



Lupe Velez, who is nearing stardom, has played in many Pathe comedies and is now cast opposite Rod LaRoque in "Stand and Deliver." Who wouldn't, seeing the pulchritudinous Lupe?

The PICTURE GUIDE

Little Tips on New Pictures

Streets of Shanghai

Distributed by Tiffany.

STAR: Pauline Starke.

SUPPORT: Kenneth Harlan.

TYPE: Adventure romance.

TIME: Present.

LOCALE: Shanghai.

LENGTH: 7 reels.

SYNOPSIS: Mary Sanger, who works in a Shanghai mission, goes to The House of the Cage to get back a little Chinese girl who was stolen from the mission. She runs into difficulty until Lee and Swede, two Marines, come to her rescue. While searching for the girl Lee comes on to Sadie, a street walker, who thinks Lee is a customer. She makes up to him at once but he scorns her, despite the fact that she saves him from a knife which was hurled at him. Owing to troubles Lee sends the two girls to the Consulate. Sadie makes Mary believe that Lee is in love with her and gets him into a compromising situation. Mary, heartbroken, leaves. Not until a Chinese uprising puts them all at the point of death does Mary realize that Lee has been true to her. A terrific battle takes place in which the Marines are victorious, and Mary and Lee are reunited.

HIGHLIGHTS: The uprising, the battle, the romance.

The Cohens and Kellys in Paris

Distributed by Universal.

STAR: George Sidney, J. Farrel McDonald.

SUPPORT: Vera Gordon, Kate Price, Sue Carol, Charles Delaney, Gertrude Astor.

TYPE: Farce comedy.

TIME: Present.

LOCALE: Paris.

LENGTH: 7 reels.

SYNOPSIS: Cohen and Kelly have a partnership fight in which the wives join to please their husbands. And the feud becomes more intense when Sayde Cohen and Patrick Kelly, the children of the two families, get married in Paris. The families believe they are only engaged and in order to stop the wedding

the Cohens and Kellys decide to leave for Paris. Pat Kelly is an artist and his wife disapproves of her husband's habit of painting women in the nude. As a result the pair have a near falling out. The two families get into all kinds of comical situations in the cabarets and restaurants. A Frenchman challenges Cohen to a duel and the climax is reached when the men come together with dueling pistols.

HIGHLIGHTS: The duel, ship scenes, the cabarets.

Get Your Man

Distributed by Paramount.

STAR: Clara Bow.

SUPPORT: Charles Rogers.

TYPE: Comedy-drama.

TIME: Present.

LOCALE: France.

LENGTH: 6 reels.

SYNOPSIS: Nancy, an American girl traveling in France, meets Robert, the son of a French nobleman, several times during a day. Finally they get to chat in a museum and are so absorbed that they fail to hear the doorman announce that the building is being closed. As a result the two are locked in all night. When morning comes, they are very much in love, but Robert is forced to tell Nancy that he is betrothed to Simone, the daughter of a neighboring family—the betrothal having taken place when the two were infants. Nancy is heartbroken and leaves. She manages to get herself invited to Robert's estate, and she nearly wins Robert's father. If she should marry him, Robert would be her step-son. Nancy uses all her influence to have the ancient betrothal broken, but does not succeed. At last she gets into Robert's room and pretends to be struggling. The families enter and tell Robert he must marry Nancy to protect the family name. So all ends to everyone's satisfaction as Simone is in love with her father's secretary.

HIGHLIGHTS: The mock struggle, the night in the museum.

The Power of the Weak

Distributed by First Division.

STAR: Alice Calhoun.

SUPPORT: Arnold Gregg.

TYPE: Timberland romance.

TIME: Present.

LOCALE: Big trees region.

LENGTH: 6 reels.

SYNOPSIS: Myra Benedict goes to her timber tract to make the last few weeks of control on the property pay. The foreman proves to be traitor and in a fight with Bradford, a young timber worker, is thoroughly whipped. Myra makes Bradford her foreman and under his leadership the work progresses. The ex-foreman returns on the final day and causes a train of logs to go down a grade to a bridge which he has ordered blown up. Bradford jumps on to another car and a fight takes place on top of the cars. Myra also gets aboard so she can stop the engine, but it is too late as the train goes over an embankment. But Bradford and Myra are safe. They discover they are in love with each other and the senior Bradford sends blessings for he realizes that his son has proved himself a man.

HIGHLIGHTS: The runaway train, the fight on the car.

The Shepherd of the Hills

Distributed by First National.

STAR: Alec B. Francis.

SUPPORT: Molly O'Day.

TYPE: Romance of the Ozarks.

TIME: Present.

LOCALE: The Ozarks.

LENGTH: 6 reels.

SYNOPSIS: Young Mathews is secretly in love with "Sammy" Lane. But Sammy loves another. Old Mathews keeps a young boy who is the son of his daughter who was led astray by a visiting artist. Mathews has sworn he will kill the artist or the artist's father is he finds either. A stranger comes to the community and lives with the Mathews. He is David Howitt, the father of the artist, but he keeps his identity a secret. He helps the Mathews with the flocks and becomes known as The Shepherd. Wash Gibbs, a bully, has been trying to cause Mathew a great deal of trouble. The lack of rain causes a great drouth and the community faces starvation. A wagon train bringing food is wrecked by Gibbs. Matt beats up Gibbs when he hears that Sammy is not in love with the supposed person. The Shepherd confesses his identity and is forgiven. Rain comes and the community is saved.

HIGHLIGHTS: The rural scenes, the fight, destruction of the wagon.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING DECEMBER 24

ORPHEUM

The Rush Hour, Marie Prevost, Harrison Ford.

BUSINESS: Good.

AUDIENCE REACTION: Liked it.

SUMMARY: Story of a girl who works in a steamship ticket office with the ambition to go abroad. Discovered as a stowaway, she is forced to work out her passage, furnishing a humorous element.

ENTERTAINMENT MERITS: 85 per cent.

SUN

Joy Girl (Fox), Olive Borden, Neil Hamilton.

BUSINESS: Fair.

AUDIENCE REACTION: Pleased.

SUMMARY: A story defending modern youth, with Olive Borden as the girl who sets out in search of adventure and a wealthy husband. The episode takes her through the resorts, clubs and fashionable homes of the rich.

ENTERTAINMENT MERITS: 75 per cent.

SHORT SUBJECTS: Our Gang comedy, Yale versus Harvard.

WORLD

On Ze Boulevard (M-G-M), Lew Cody, Renee Adoree.

BUSINESS: Good.

AUDIENCE REACTION: Pleased.

SUMMARY: The drama of a French waiter and his fiancée, the cashier of

a cafe in which both work. A comedy of complications and laughable incidents.

ENTERTAINMENT MERITS: 60 per cent.

SHORT SUBJECTS: Buster Brown comedy, "Buster, Don't Forget."

RIVIERA

She's a Sheik, Bebe Daniels, Richard Arlen.

BUSINESS: Average.

AUDIENCE REACTION: Fair.

SUMMARY: Bebe Daniels as the dashing daughter of the desert who kidnaps the man she loves. Bebe distinctively burlesque the sheik in her own fashion.

ENTERTAINMENT MERITS: 70 per cent.

MOON

Great Mine Disaster (Universal), Marie Dresser, Jason Robards.

BUSINESS: Very good.

AUDIENCE REACTION: Well pleased.

SUMMARY: From Lucien Cary's story "Red Flannels," with the background of a college and mining town. Mother love forms the theme of the drama.

ENTERTAINMENT MERITS: 90 per cent.

SHORT SUBJECTS: "A Wolf in Cheap Clothing."

AT DETROIT THEATRES WEEK ENDING DECEMBER 24

DES MOINES

Valley of the Giants (First National), Milton Sills.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: Playing a pre-holiday week when there is usually a slump, this feature did much better than usual.

ENTERTAINMENT MERITS: 90 per cent.

CAPITOL

Man Crazy (First National), Dorothy Mackaill, Jack Mulhall.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: Did fairly well against strong competition.

ENTERTAINMENT MERITS: 85 per cent.

STRAND

Two Flaming Youths (Paramount), Chester Conklin, W. C. Fields.

BUSINESS: Fair.

AUDIENCE REACTION: Fair.

SUMMARY: On half week run this comedy did fairly well.

ENTERTAINMENT MERITS: 80 per cent.

STRAND

Spring Fever (M-G-M), Wm. Haines, Joan Crawford.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: Did trifle better than average on half week run.

ENTERTAINMENT MERITS: 85 per cent.

Open Sioux City Orpheum

The Orpheum circuit opened their new Orpheum Theatre at Sioux City last week. The old Orpheum was taken over by A. H. Blank and re-named the Capitol.

CURRENT RELEASES

Week of January 1, 1928

EDUCATIONAL

There It Is, Charley Bowers, (2).

New York's Sweetheart, Curiosity, (1).

Fall In, Monty Collins, (1).

Dummies, Larry Semon, (2).

FIRST NATIONAL

Shepherd of the Hills, Molly O'Day, (7).

FOX

No Other Woman, (7).

Hot House Hazel, (2).

PATHE

The Masked Menace, No. 9, (2).

The Broncho Buster, Aesop Fables, (1).

On To Reno, Marie Prevost, (6).

Laddie Be Good, (5).

The \$24 Island, (1).

UNIVERSAL

Cohens and Kelly in Paris, George Sidney, (7).

The Air Patrol, Al Wilson, (5).

Boss of the Rancho, Bob Curwood, (2).

WARNER BROTHERS

If I Were Single, May McAvoy, (7).

Special New Year's Eve Shows at Iowa Theatres

Theatres over the state are planning on special New Year's Eve shows, with quite elaborate plans being made for the special midnight shows. The theatres of the A. H. Blank chain over the state will all have special New Year's eve shows in accordance with their regular custom, while many exhibitors who have not previously had these special shows will this year give parties at which the movie patrons may celebrate as the New Year comes in.

The Capitol, of which Harry Watts is manager for the A. H. Blank-Public chain, the Des Moines, Jess Day, manager, and the Strand Theatre, which is now under the management of Lionel Wasson, all will have special holiday shows and will have elaborate performances on New Year's eve with favors for all the guests and special stage entertainment.

EQUIPMENT AND SUPPLIES

Poor Ventilation Will Ruin Theatre Personnel

Another important phase of theatre construction and management is proper ventilation, a subject which has undergone tremendous development during the past few years. Its influence upon the entire personnel of a house is stressed by Harry Doolittle of the Liberty, Fresno, in an article in "Now," Wesco house organ, which reads as follows:

"It may seem a trifle unique for an organist to wander from the beaten path and harp on a subject that is almost on the opposite end of the theatrical rope from the gentle art of pounding ivories.

"Everyone knows the very elementary biological principles of food, water and oxygen for the proper and continued functioning of the human body and the facts that life could go on for a short length of time with a complete lack of food and water. But oxygen is a different thing entirely. There is nothing that can make you feel more sluggish, or more musically unproductive than to work in a poorly ventilated theatre. And the audience . . . they are equally unable to accept the entertainment, either screen or musical, no matter how good it may be.

"Did you ever go into a theatre seeking amusement and comfort and immediately upon entering its otherwise hospitable portals be greeted by an odor commonly associated with equestrian hostleries and like places? If you did you probably noticed the musician, or musicians, who, with clammy brows and drooping shoulders, were doing their pitiful best to evoke some semblance of music out of their instruments. After several minutes of tolerance you probably left, remarking on the density of the atmosphere but cursing the music, little realizing under what handicaps it was being produced.

"But enter the modern, up-to-date theatre that is supervised by a modern uptodate manager who is careful and fully appreciates the results that he is able to obtain through his ventilation system. The theatre is sufficiently below body temperature, sufficiently lacking in humidity to make it comfortable. As a result the whole staff is comfortable and "on their toes." The musicians—erect, alert, capable. The organist ready and willing, his mind open and his fingers responsive. Tuneful melodies, seemingly with no effort, flow harmoniously from his instrument. All's

Fine Projection Featured in New Indiana Theatre



Projectionists of the handsome new Indiana Theatre at Indianapolis are shown above. Reading from left to right: E. C. Latta, chief projectionist; Lloyd Silverthorn, Harry Covert and Forrest Allen.



Above is a glimpse of the modern projection room of the Indiana. Completely equipped by the National Theatre Supply Co.

well with the ventilation system.

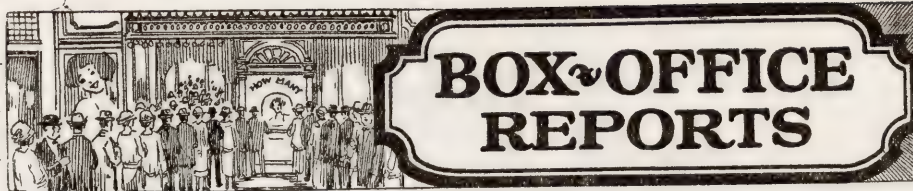
"But don't mistake me. A good ventilation system does not make a poor musician good while a poor one sure wrecks havoc with the technique and whole general functioning abilities of a good musician."

M-G-M Acquires "Rasputin"

Metro-Goldwyn-Mayer has acquired the motion picture rights to "Rasputin,"

by Alfred Henschke Klabund, Russian novelist famous for his "Peter the Great" and other stories.

This tale of the strange character who won the sobriquet of the "Black Monk" and was assassinated by a Royalist group during the World War is understood to provide exceptionally dramatic screen material. No further announcement has been made yet as to plans for production.



COLUMBIA

Sweet Rosie O'Grady, Shirley Mason.—Opened our house with this picture against stiff Paramount competition and gave 100 per cent entertainment value and satisfaction to our patrons.—Victor Cason, Clinton, Mo.

The College Hero, Robert Agnew.—A very clever story of college life and should please any audience. Should go over big in college towns, although this type of picture is being somewhat overdone.—C. W. Goodell, Ottawa, Kas.

Alias the Lone Wolf, Bert Lytell.—A very fine picture and one that will draw business in any locality. Our business a little off on account of weather but no fault of the picture.—C. W. Goodell, Pastime, Ottawa, Kas.

Birds of Prey.—A very good picture. This was a short notice substitute and we had no chance for advertising. Should have had more money considering the picture.—Dr. C. F. Cluthe, Woodlawn, Evansville, Ind.

Sweet Rosie O'Grady, Shirley Mason.—A very pleasing picture. Good acting.—Dr. C. F. Cluthe, Evansville, Ind.

The Swell Head.—Just a fair program picture.—Cecil Dye, Storm, Oakland City, Ind.

FIRST NATIONAL

High Hat, Ben Lyon.—Punk. No life no action, no nothing. People dissatisfied.—Joe Hagen, Rex, Cromwell, Okla.

The Poor Nut, Jack Mulhall.—Good college town picture. Not as good as "Smile Brother Smile," but a picture that will please 80 per cent.—Joe Hagen, Rex, Cromwell, Okla.

Lonesome Ladies, Lewis Stone.—Lewis Stone is a poor drawing card here.—Ira Stonebraker, Allen, Allen, Kas.

FOX

Arizona Wild Cat, Tom Mix.—Very good. Pleased everyone.—Phil Zeller, Rivoli, Defeanil, Ohio.

Loves of Carmen, Dolores Del Rio.—Very good but didn't draw as good as it should.—Phil Zeller, Rivoli, Defeanil, Ohio.

PARAMOUNT

Hula, Clara Bow.—Just a fair picture of thinly clad Clara. A good picture for the city, but not much for a small town.—Joe Hagen, Rex, Cromwell, Okla.

Fireman Save My Child, Beery-Hat-

ton.—Good and plenty of comedy. A picture that will please 90 per cent. Book it.—Joe Hagen, Rex, Cromwell, Okla.

PATHE

Almost a Lady, Marie Prevost.—Good comedy. No special, but will please any audience.—J. A. Greve, Princess, Oak Creek, Colo.

Fightin' Comeback, Buddy Roosevelt.—A small western. Not much to it, easily substituted.—J. A. Greve, Princess, Oak Creek, Colo.

Risky Business, Vera Reynolds.—Good clean comedy. Will drive blues away. No special.—J. A. Greve, Princess, Oak Creek, Colo.

RAYART

Modern Daughters, Edna Murphy.—A real "hot" picture—play it.—S. M. White, American, Keytesville, Mo.

The Lost Express, Helen Holmes.—A splendid Saturday night program. Holds the interest. Can be bought right.—S. M. White, American, Keytesville, Mo.

The Silent Hero.—A very good picture.—Guy Shriner, Gem, Kansas City, Mo.

The King of the Jungle.—We had the biggest Monday night we have ever had on the first episode of this serial.—Tom Clark, National, Kansas City, Missouri.

The Cruise of the Hellion.—This is the first sea story I have ever made money on.—Walter Burkey, Admiral, Kansas City, Mo.

The King of the Jungle.—A very good serial.—T. R. Morrissey, Central, Kansas City, Mo.

TIFFANY

Fisherman's Luck.—A beautiful colored reel that everyone enjoys seeing. The rental on them is a little too high for small towns.—J. W. Anderson, Lyric, Tekamah, Neb.

Colored Classics.—These are very good. Ladies like them very much and I think every exhibitor who can afford to pay should play them. They are something different and beautiful.—Tom Yiannis, Princess, Dubuque, Ia.

Women's Wares, Evelyn Brent.—A very good audience appeal and took well with our patrons.—S. A. Hayman, Lyda, Grand Island, Neb.

Lightning.—Cleaned up with Lightning and had an exceptionally good night on "Enchanted Island." Both pic-

tures worth pushing. Recommend these subjects to all brother exhibitors.—Tom Cole, Jr., Bonner, Bonner Springs, Kas.

Enchanted Island.—An exceptional picture. Pleased one hundred per cent. Give us more like this one. So far, all Tiffany-Stahl Productions have proved wonderful returns for us.—W. A. Harris, Regent, Blackwell, Okla.

Lightning.—One of the best pictures we have played this year. Received many favorable comments at the door.—Frankier & Steele, Whiteway, Fredonia, Kas.

UNIVERSAL

Men of Daring, Jack Hoxie.—It surely did take men of daring to produce it.—Gene Summers, Elite, Seiling, Okla.

Painting the Town, Glen Tryon.—A good picture, made me money.—Gene Summers, Elite, Seiling, Okla.

Men of Daring, Jack Hoxie.—A good Saturday picture. Pioneer days of the west. I showed it Wednesday and Thursday as a special to two rather poor houses. It should have stood them up on Saturday.—Joe Hagen, Rex, Cromwell, Okla.

Mystery Club, Star Cast.—A little mystery, some comedy. A fair picture, a little different.—Joe Hagen, Rex, Cromwell, Okla.

Western Whirlwind, Jack Hoxie.—Some action; a little comedy. Otherwise rather light.—J. A. Greve, Princess, Oak Creek, Colo.

"Ladies of Victory" is 3rd M-G-M Technicolor

It is announced that the title under which the third of the series of six Great Events will be released is "The Lady of Victories," the great love drama of Napoleon and Josephine. This picture has been produced under the working title of "Napoleon and Josephine" for release by Metro-Goldwyn-Mayer.

The case includes Agnes Ayres as Josephine Otto Matiesen as Napoleon, and George Irving as Talleyrand.

EXHIBITORS—

Send in Your
Box-Office Reports



Mysterious Teaser Ads in Tie-up for "The Unknown"

Mysterious sounding teaser ads on Lon Chaney's Metro-Goldwyn-Mayer vehicle, "The Unknown," were the basis for the publicity campaign on that picture when it played the Adelphos Theatre, Ardmore, Okla.

The Rawlins Furniture company had a special window display of a suite of fine bed room furniture, with special handlettered cards reading "The Unknown' buys our furniture—the Unknown' will buy this beautiful set of furniture for his girl."

The Henly Ladies' Furnishing store carried a window display on ladies' accessories—cards placed in the window read as follows: "The star of 'The Unknown' wears the finest of lingerie—Joan Crawford, star of 'The Unknown,' endorses our ladies' furnishings."

The Ardmore Bakery company carried special windows on pastries. Cards read: "The Unknown' eats our famous pastries—'The Unknown' eats our fine doughnuts."

The Herd Hardware company carried a window on bathing suits. Cards were placed in window reading: "Joan Crawford, star of 'The Unknown,' wears a Jantzen Bathing Suit."

Library Gives Out Book Marks for "Sorrell & Son"

A model public library tie-up on "Sorrell and Son" was conducted by the Cleveland Public Library in cooperation with the Stillman Theatre.

The theatre printed bookmarks 3 in. by 8 in. carrying a list of "father and son" literature compiled by the library. These bookmarks were distributed with every book given out in the circulating department of the main library and thirty branch libraries. Besides, the library in its various branches carried a display of still pictures from "Sorrell and Son," the photoplay, and book jackets of various titles relating to fathers and sons.



Equestrian Stunt Aids Showing of "Ben Hur"

An equestrian stunt was one of the many unusual features employed at the Empress Theatre, Sapulpa, Okla., to put over a showing of Metro-Goldwyn-Mayer's "Ben Hur," starring Ramon Novarro. J. A. Moeller, manager of the Empress Theatre, did the exploitation work on this M-G-M production, aided by an M-G-M exploiteer.

Three days before the opening of the attraction the equestrian ballyhoo was put out on the streets. A rider in uniform mounted on a horse, bearing trappings, lettered with the following copy, "Coming, the mightiest of all photographs—'Ben Hur,'" rode through the streets and distributed heralds on the attraction.

The lobby display consisted of a forty foot banner placed across the front of the marquee, and of two fifteen foot banners stretched across either end of the marquee. Five hand painted poster panels, with stills from the production worked in, were arranged about the interior of the lobby.

An arrangement was made with M. J. E. Rogers, Superintendent of Schools, for an announcement to be made before every class of the public schools relative to a special matinee for the children. The same announcement was also made in all the rural schools surrounding Sapulpa.

Letters were mailed to all the clergymen of the city, requesting them to make announcements of the showing from either their pulpits or before some other religious meeting. Every minister in the city was glad to co-operate with Mr. Moeller on this powerful and dramatic picture of the times of Christ.

Song Tie-up for "Speedy"

With the release of Harold Lloyd's new comedy production, "Speedy" by Paramount, exhibitors will be offered a song tie-up with the Lloyd picture as a part of their exploitation campaign.

Coincident with the release of the picture, Robbins and Company are publishing a song based on the story of "Speedy" and the character portrayed by Lloyd. The song will have a distribution throughout the country, not only in music stores, but in department stores, drug stores and other establish-

ments handling songs as a side line. The publishers have representatives in several of the larger cities in the United States who will be glad to cooperate with exhibitors of "Speedy" in regard to window displays and other hook-ups.

Three Feminine Stars Sign Warner Contracts

Three of their most popular players, May McAvoy, Lelia Hyams and Myrna Loy, received new contracts last week from Warner Bros., who will have their entire array of stars ready in February to start work on the 1928-29 schedule.

All three actresses were signed for a period of years and will have prominent places in the stories filmed by Warner next season. The new contract in each case was the result of the player's work on the program of releases completed when the Warner Studio closed for a vacation period last week.

Miss McAvoy came to Warners a year ago and since then has played for them in "Matinee Ladies," "Irish Hearts," "Slightly Used," "A Reno Divorce," "If I Were Single" and "The Little Snob." In addition, she appeared as feineine lead in "The Jazz Singer" and in the recently finished Vitaphoned special, "The Lion and the Mouse."

Lelia Hyams is a Warner Bros. discovery. Productions in which she has scored recently include two Monte Blue pictures, "The Brute" and "One Round Hogan." Her last was "The Crimson City."

Myrna Loy also is a Warner find. Her first role was in "Don Juan" and this was followed by "Across the Pacific," "Bitter Apples," "The Climbers" and several others. She recently registered in the title role of "The Girl From Chicago."

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George F. Adams, who recently opened up offices at 321 Security building, reports the sale of a Reproduco organ to E. T. Dunlap of the Dunlap Theatre at Hawarden. The organ was installed last week.

* * *

Two Powers machines were added to the equipment of the theatre at Winterest, Ia., last week. Mr. Pettit has the theatre at Winterset.

* * *

The new president of the Kiwanis Club at Burlington, Ia., is Harold D. Barnes, manager of the Rialto Theatre for A. H. Blank. Mr. Barnes co-operates in community organizations and has added much to his success in the film game by his pleasing personality.

* * *

At Cincinnati, Ia., there was a change of ownership last week when the Royal Theatre there was bought by H. F. Corder. Charles Vest was the former owner of the Royal.

* * *

R. M. Wilson, assistant to Charles M. Steele, supervisor of exchanges for First National, was in Des Moines last week and spent some time in inspecting the office here. He returned to New York for the Christmas holidays.

* * *

The Gem Theatre at Webb, Ia., was sold last week. The theatre has been operated for some time by the American Legion unit in the town. It was bought last week by Campbell & West who are local men and who will immediately take possession of the theatre.

* * *

Among items of interest in the Christmas news is the fact that Harry Lombard, accessory clerk of the First National office, spent Christmas with his relatives at Bouton, Ia. Clyde Pratt, also of the First National office, spent Christmas and New Years at Washington, Ia.

* * *

Visitors in Movie Row were Jake Cohen of Ottumwa, Mr. Grossman of Nevada, and Mr. Walters of Oskaloosa. Mr. West of Grinnell was a visitor at the office of Paramount.

* * *

P. B. Wallace, cashier of the Universal office, was badly hurt last week

when he slipped and fell on the ice while on his way to his office in the Film Exchange building. Several ligaments in his leg were torn loose and he has not been able to be down to work for a week.

* * *

E. J. Tilton, branch manager for First National at the Des Moines office, was presented with a beautiful traveling kit as the gift of the members of the staff, as well as their wishes for a very happy Christmas.

* * *

The highest score made yet in the bowling contest held each week by the teams from the film exchanges, was made by Tim Evans of the office of FBO. His score was 235. The exchanges rank as follows in the contest: Pathe first and First National second, with the other exchanges contesting weekly as to their succession.

* * *

A big box of candied fruit, raisins, prunes, bananas and all other products of California was sent to the First National office at Des Moines from the west coast with the compliments of Charles Rogell, production manager.

* * *

Kenneth Thompson, manager of the King and Rex theatres at Albia, Ia., has been showing at the Rex on Saturdays only and has now closed that theatre while retaining the usual schedule at the King.

* * *

Theodore L. Stark & Company are to build a theatre at Cedar Rapids for Charles B. Zalesky. The house will be one of the Universal chain of theatres.

* * *

Alexander Frank, who is general manager for Universal theatres in Iowa and Nebraska, has appointed a new manager for the theatres at Marshalltown, Ia., in Carl V. Baker, who was formerly at the Plaza and Rialto at Waterloo.

Riviera at Waterloo Has Opening Thursday

The Riviera Theatre at Waterloo, Ia., which opened on Thursday, December 29, is considered a real gem of smaller houses, being a replica of the Riviera

Theatre at Omaha, heralded as one of the most beautiful theatres of the country.

The theatre is furnished very elaborately, surprisingly so for a theatre not situated in the largest city of the state, although not too ornate. The interior of the theatre gives the effect of an Oriental garden. The sidewalls give the effect of a garden wall, with shrubs and trees and flowers against the walls, while the roof and canopies from the walls are pictured as they would look over the garden walls. The lighting effects are carried out in agreement with this idea of decoration. The side lights are Oriental lanterns, while the ceiling is made to represent the sky. The effects of clouds and stars is carried out very realistically and the proscenium arch carries out the same effect.

The exterior of the theatre also is rather unusual in design and is made of dark stone.

The opening of the Riviera was marked with ceremony. There was a guest list headed by the governor of the state, Mr. Hammill, and there was a group of exceptional stage acts. The theatre is to have a stage band policy and a program of stage acts each week. The Riviera seats 2,000.

Herb Grove, who has been with A. H. Blank for about ten years, will have the management of the Riviera. He first came to the notice of executives when he proved himself a motion picture operator of unusual merit. Mr. Grove has several mechanical inventions to his credit. His work with the A. E. F. was in keeping the machinery and films for a large number of shows in line. Mr. Grove is a splendid type of theatre manager and one who wins the highest respect because he knows his business from the beginning, as well as retaining the personality which makes him a good connecting link between the theatre staff and the public.

Buys Mt. Vernon Theatre

The Strand Theatre at Mt Vernon, Iowa, which has been run by L. D. Hendricks for a number of years, changed hands last week. D. L. Sterns is the new owner of the Strand. Report has it that Mr. Sterns is a new man in the theatre game.

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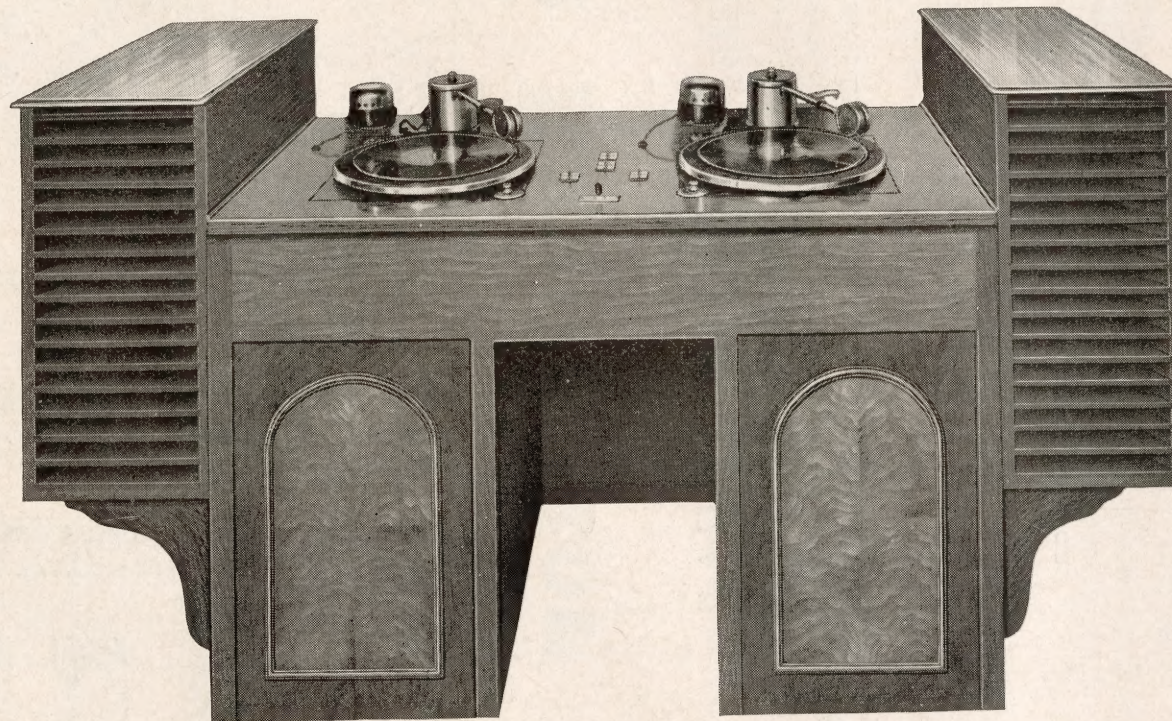
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